



Statewide Lodging Performance First Quarter 2014					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2013	57.6%	\$108.39	\$62.43	250,212,479	434,431,291
2014	59.2%	\$112.39	\$66.59	259,626,048	438,220,984
% change	2.9%	3.7%	6.7%	3.8%	0.9%
Mountain Region					
2013	57.4%	\$107.67	\$61.75	30,037,491	52,375,591
2014	60.9%	\$113.48	\$69.14	32,103,453	52,688,866
% change	6.2%	5.4%	12.0%	6.9%	0.6%
State of Arizona					
2013	64.9%	\$115.84	\$75.20	6,532,850	10,063,470
2014	68.2%	\$120.48	\$82.22	6,884,154	10,086,838
% change	5.1%	4.0%	9.3%	5.4%	0.2%
Metro Phoenix					
2013	72.2%	\$133.23	\$96.23	4,044,330	5,599,471
2014	76.4%	\$139.50	\$106.54	4,267,777	5,587,858
% change	5.7%	4.7%	10.7%	5.5%	-0.2%
Metro Tucson					
2013	66.5%	\$103.88	\$69.07	939,654	1,413,211
2014	65.1%	\$107.52	\$69.96	937,256	1,440,359
% change	-2.1%	3.5%	1.3%	-0.3%	1.9%
Flagstaff AZ					
2013	53.1%	\$69.21	\$36.73	241,258	454,590
2014	54.6%	\$70.75	\$38.61	252,526	462,690
% change	2.8%	2.2%	5.1%	4.7%	1.8%
Non-metro AZ					
2013	50.8%	\$78.82	\$40.03	1,470,830	2,895,780
2014	54.6%	\$80.35	\$43.88	1,585,507	2,903,551
% change	7.5%	1.9%	9.6%	7.8%	0.3%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.